



**Asia-Pacific
Economic Cooperation**

Advancing Free Trade
for Asia-Pacific **Prosperity**

Capacity Building Workshop Series on APEC e-Instruments Utilization: Series 1 on APEC MSMEs Marketplace Utilization

APEC Small and Medium Enterprises Working Group

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APEC Project: SME 07 2018A

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1. SUMMARY

Micro, small and medium enterprises (MSMEs) make up over 97 percent of all enterprises and generate more than 70 percent of all jobs. However, MSMEs continue to face challenges on several fronts, impairing their ability to gain entry to regional and global markets, or even to be part of global value chains (GVCs).

The project “**Capacity Building Workshop Series on APEC e-Instruments Utilization: Series 1 on APEC MSMEs Marketplace Utilization**” (SME 07 2018A) aims to promote and facilitate MSME participation in GVC and international trade through the APEC MSME Marketplace.

This project is aligned with the 2018 APEC theme “Harnessing Inclusive Opportunities, Embracing the Digital Future”; the 2017 APEC SME Ministerial Statement that calls for accelerated implementation of the Iloilo Initiative by focusing on building the content and functionality of APEC MSME Marketplace; and the Boracay Action Agenda, SMEWG Strategic plan 2017-2020 and PPWE Strategic Plan 2015-2018,

The objectives of the project are:

- Explore the opportunities of APEC MSME Marketplace platform for the key stakeholder in fulfilling export tasks such as to get relevant information, get in touch with Trade, Export and SME agencies, other, and share and exchange of experience and best practices in APEC SME Marketplace utilization between stakeholders.
- Provide networking opportunities for the key stakeholders - representatives from Trade, Export and SME Agencies from public and private sector, exporting MSMEs, service companies from private sector who provide support for the exporters/importers with the aim to reduce red tape, cost and time associated with international trade.
- Produce recommendations on how to strengthen and enhance the content and functionality of APEC MSME Marketplace.

The project proposed three outputs:

Output #1: Case Studies: Opportunities of the APEC MSME Marketplace platform for key stakeholders (the Trade, Export and SME Agencies from public and private sector; exporting MSMEs and service companies from public and private sector who provide exporters/importers with support in fulfilling export tasks, hereafter key stakeholders) were explored. Training materials for the workshop, feedback and recommendations were developed on the basis of this work.

Output #2: Workshop: A two-day workshop was held in Makati Diamond Residence, Makati, the Philippines on 30 and 31 October, 2019. The event was organized by Russia in close collaboration with the Philippines and with valuable contributions of Malaysia, Mexico, Chile, Indonesia, Hong Kong, China and Singapore.

This capacity-building workshop engaged representatives from Trade, Export and SME Agencies from public and private sector; and exporting MSMEs and service companies from public and private sector who provide support for the exporters/importers (herein after the key stakeholders) of different economies, such as Russia, the Philippines, Malaysia, Mexico, Chile, Indonesia, Chinese Taipei, Hong Kong, China and Singapore.

During day one, participants got familiar with the APEC MSME Marketplace and went through practical exercises. They tried to find relevant information for their particular needs information and

to see which trade organizations they could connect on the APEC MSME Marketplace. Besides, participants investigated how to find potential partners by using MSMEs directories of different member economies and what is the best way to get in touch with them. Also, they looked for local private and government marketplaces where they can introduce their products or services. This was an interactive activity carried out as a part of the marketplace walkthrough.

Then representatives from Trade, Export and SME government-related Agencies from different economies shared their existing opportunities for exporting/importing MSMEs and helped MSMEs to navigate among these opportunities.

During day two, MSMEs from different industries and economies shared their feedback on the APEC MSME Marketplace and other similar e-platforms. In the last session, the open discussion intended to engage every participant to share their feedback and thoughts on improving the APEC MSME Marketplace. Singapore and Malaysia provided their feedback and recommendations in written form. These documents can be found in the present Report.

The workshop program, workbook and other related materials are provided in ANNEXES at the end of this report. The workshop presentations can be accessed through [this APEC Mddb link](#).

Output #3: Final report: The present Report provides findings from the Capacity Building Workshop Series 1 on APEC MSME Marketplace utilization as well as from the Case Study developed before this activity. The report includes:

- scope of export tasks that were explored during case study stage and can be covered by APEC MSME Marketplace;
- profiles of the best practices;
- list of contact points of Trade, Export and SMEs Agencies and local service companies from private sector;
- feedback and recommendations

Finally, we appreciate the Philippines, Singapore, Malaysia, Mexico, Chile, Indonesia, Hong Kong, China, Chinese Taipei, ABAC and the APEC Secretariat for the valuable contribution to this initiative and reliable support during its implementation. Together we can do more for MSME trade facilitation across APEC region.

We are looking forward to further collaboration!

2. APEC MSME MARKETPLACE

<https://apecmsmemarketplace.com>

APEC MSME Marketplace is an e-instrument designed to promote cooperation and linkages across MSMEs and other stakeholders with interest in MSME development. It is of great importance to facilitate regular usage of it and to promote it across stakeholders in APEC.

The online portal has the following functionalities:

- Facilitating business matching for MSMEs, funders, innovation centers, incubators and other stakeholders with interest in MSME development.
- Providing information about international trade standards and regulations.
- Disseminating information on available trade promotion assistance packages that APEC economies individually or collectively provide for MSME development and internationalization.
- Building networks and linkages among the MSMEs, education and innovation centers, and other relevant stakeholders that have a shared interest to foster MSME participation in regional and global supply chains and markets they may face as they participate in global trade.

The APEC SME Working Group, under the leadership of the Philippines as Chair of the Technical Ad Hoc Group, tasked to administer and prepare the Implementation Plan of the APEC MSME Marketplace, created this online platform. This initiative for small business is supported by the APEC member economies and the APEC Business Advisory Council (ABAC).

The Philippines requested member economies to help populate the site and give feedback for its further improvement.

In the sections below one can find useful information on APEC Marketplace utilization and its further improvements.

2.1. Scope of export tasks that can be covered by APEC MSME Marketplace:

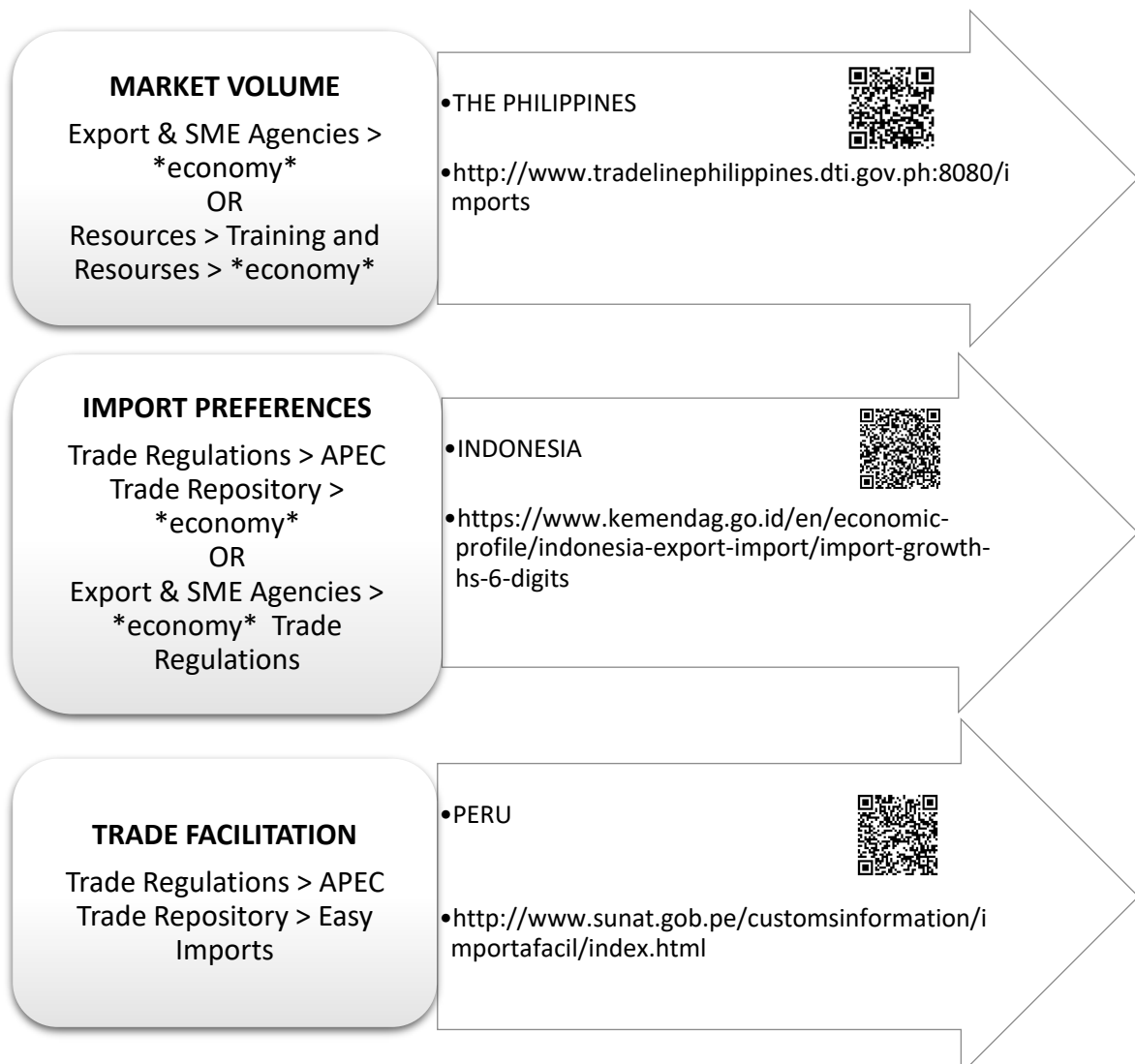
Export tasks mentioned in the official APEC MSME Marketplace description were taken into consideration, particularly the tasks that MSMEs face at the very beginning of their export activity, with the aim to help them make their first steps. The examples provided in this section help to understand what kinds of export task can be covered by APEC MSME Marketplace and how.

EXPORT TASK #1

Find relevant information:

- market volume;
- trade statistics exported and imported goods;
- import preferences;
- certifications needed;
- trade regulations;
- trade agreements;
- trade process;
- tariffs;
- other.

Examples of HOW to find the relevant info at the APEC MSME Marketplace



EXPORT TASK #2

Get in touch with organizations that can provide relevant support

LOCAL ORGANIZATIONS CAN SIGNIFICANTLY FACILITATE EFFORTS OF MSME IN ENTERING FOREIGN MARKET AND HELP TO:

- provide relevant information;
- find potential partners;
- arrange a B2B meeting;
- arrange events participation;
- help with starting a business in an economy (register business, provide free office, hire staff etc.);
- find training programs for MSMEs;
- other.

HOW to find such organizations on the APEC MSME Marketplace?



EXPORT TASK #3

Get in touch with potential partners

WHAT to start with?

- Determine your potential partner, describe its profile.
- Search for the companies that meet your profile.
- Learn about the interests of your potential partner. Look through the website, read news, check portfolio and try to understand business priorities they are working on now. Try to connect your proposal and the priorities of a potential partner. Develop an **INDIVIDUAL** proposal for each partner.
- Keep in mind that it is better to get in touch with decision makers in the company and write personal invitation for cooperation to CEO.

HOW to find partners on the APEC MSME Marketplace?

There are several ways to find potential partners on the platform



EXPORT TASK #4

REGISTER ON THE MARKETPLACES

Registering on the marketplaces means:

- possibility to sell your product directly to the customer;
- possibility to buy directly from the producer;
- increase the probability to find partners;
- ensure additional advertisement for the product;
- keep the trade secured by regulations of the marketplace.

HOW to find marketplaces in different APEC economies

on the APEC MSME Marketplace?



Be ready to provide the below mentioned info upon registration:

1. information about the company (name, address, type, slogans, logo, history, website, contact data);
2. information about the product/service (products lineup, photo, overview, description, product advantage, photo);
3. certifications, trademarks, patents, awards;
4. media publications;
5. trade details (currency, export performance);
6. terms of packing and shipping.

2.2. Best practices of APEC Marketplace utilization

Some MSMEs that successfully utilized APEC MSME Marketplace for their current export tasks are introduced in this section. These companies explored APEC MSME Marketplace in their current export activity and succeeded. These stories show how MSME Marketplace can help MSMEs to cover their current export tasks while making first steps on the foreign market and provide feedback on difficulties they met on the way and recommendations how to improve the APEC Marketplace.



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Case Studio is the fast-growing MSME, the technology provider, that develops and deploys CasePlatform.

CasePlatform is a low-code universal designer for creating business applications without involving programmers. The solution is cost-effective, multifunctional and easy to use.

Nowadays, the CasePlatform has been successfully implemented in financial, medical, automotive, government services, telecommunications and marketing services.

During case study stage, the company tried to cover their current import tasks, namely find trade organization, potential partners and relevant local marketplaces. The team defined the profile of a potential partners as system integrators, IT service providers or IT solutions distributors. They have found some on the APEC MSME Marketplace and reached out to these companies and got interest for cooperation! Now they are in communication.

The most complicated task was to find a suitable marketplace for IT company, as there were no local marketplace-type e-platforms for software developers on the APEC MSME Marketplace. For covering this task, the team has found global platforms for selling digital products such as Gumroad and Easy Digital Downloads.

Feedback and recommendations

The Case Studio participated in the workshop on the APEC MSMEs Marketplace Utilization in the Philippines and had an opportunity to speak in front of policy makers and other key stakeholders about their experience. Company have provided a feedback and recommendations on the APEC MSME Marketplace improvement:

- create categories in MSMEs directories, now all the companies are listed in a single patch and it takes a lot of time to find a relevant company;
- more structured information and simple navigation;
- add marketplaces and other resources for software developers;
- the workshop helped the Company to get familiar with all the opportunities of APEC MSME Marketplace. There is plenty of useful information on the APEC platform for MSMEs to make their first steps to the foreign markets: “And this is actually what is the best about the Marketplace, because many MSMEs capable of exporting their products do not know what to

do and who to ask for help. Now it is clear where to look for and who to address.” – shared the company representative.

- accumulate additional instruments for exporting companies, such as tax policy handbooks;
- provide some interactive help on functionality of the Marketplace. Some functions are not easy to find, so it would be of much help.



Website: <https://www.jocyls.com/>

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Jocyl's Food Products "Chorizo De Kalibo" from the Philippines is a family-owned small and medium enterprise, that was established in 1991 and formally registered with the Department of Trade and Industry (DTI) in 1992.

Major products of the company include processed meat and delicacies such as Cassava Cake, Crispy Shrimps, Chicharon and Banana Chips. The company also offers several organic products, e.g. Coco Sugar and Turmeric Tea. Since 1991, company grew from a little store in Aklan Province to the company, which products are being recognized and sold in food markets of the Philippines.

Recently the company's management decided to go to the global journey, that is to say, to export their products to other APEC economies.

With that aim they took part in Capacity Building Workshop Series on APEC e-Instruments Utilization on the 30-31 of October in Manila. During the workshop the company got familiar with opportunities of the APEC Marketplace. Armed with new knowledge and contacts, they were able to make fruitful collaboration with a company from Republic of Korea. And now, Jocyl's Food Products is getting ready for its first batch to be sent to Korean customers.

The company considered the APEC MSME Marketplace as an exceedingly useful tool for small companies, that want to export.

Thus, the export experience of MSME has just begun; and it began with the help of APEC MSME Marketplace and workshop on its utilization. This is a vivid example of how APEC MSME Marketplace and training on its utilization can facilitate MSMEs international trade activity.



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Novaya Khimia LLC is a part of a “DI-Group” technological holding. Since 2015 Novaya Khimia has been inventing, developing and manufacturing innovative materials for children’s arts and crafts. The network of the company includes 57 cities in Russia.

The newest product of the company, Zephyr, is a kinetic plasticine for kids, that helps to develop soft skills and provides children with a completely new playing experience. Zephyr is patented and certified internationally.

During the case study stage the company tried to cover their current export tasks. They have been trying to export Zephyr to the APEC economies. And they started with looking for relevant information about wanted markets, such as import preferences, market volume, HS-code etc. And succeeded.

After choosing the economies to work with (the Philippines and Chinese Taipei), several trade organizations, such as TAITRA and Philippine International Trading Corporation were contacted. But, regretfully, with no success. The main challenge was a language barrier. At the same time, they were looking for potential partners, such as toy importers, distributors and retailers. Some were selected in the MSMEs Directories of the APEC MSME Marketplace, some were found through the Google search in consequence of limited numbers of suitable companies on the APEC MSME Marketplace. They got feedback from some companies, and now they are trying to develop communication and to discuss possible ways of how to start cooperation. The following local marketplaces were found through the APEC MSME Marketplace: Taiwantrade, Lazada and Shoppee. Novaya Khimia LLC is planning to introduce their products on these marketplaces in early 2020.



Novaya Khimia was impressed by features provided by the APEC MSME Marketplace and was upset by difficulties they met.

The feedback and recommendations:

1. It is difficult to find partners. The interface is not user friendly, so you cannot find a list of partners working in needed field in one-two steps. It would be great to make the interface more user-friendly and provide categories for easy search.
2. Our company is looking for such partners as big malls, toys shops and big international distributors, but there are no such partners on APEC MSME marketplace. Please add more such companies to the platform.
3. More information about certification rules for each economy is necessary. For example, production of toys in the Philippines requires CE, ASTM, LHAMA certificates. It would be good to have the relevant information for each industry. If there is testing labs that can help with it, it would be good to add them on the platform.








2.3. List of contact points of Trade, Export and SMEs Agencies and local service companies from private sector







This list was developed during the case study stage with an aim to inform exporting MSMEs about support measures available in APEC economies. It includes both government and local private organizations that provide relevant support for exporting/importing MSMEs. The project team considers the importance of contact data; for that purpose, the list contains names and email addresses of CEOs or leading managers. All data was found in the open sources.








Economy	Organization	Weblink	Contact point(s)
Australia	The Australian Trade and Investment Commission (Austrade)	https://www.austrade.gov.au/Australian/export 	<p>Corporate e-mail: info@austrade.gov.au</p> <p>Tim Beresford, Deputy CEO of Global Markets and Sector Engagement</p> <p>E-mail: tim.beresford@austrade.gov.au</p>
	SME Association of Australia	https://www.smea.org.au/ 	<p>Corporate e-mail: admin@smea.org.au</p> <p>Ms Anne Nalder, Founder</p> <p>E-mail: anne@smallbusinessassociation.com.au</p>








Economy	Organization	Weblink	Contact point(s)
Brunei Darussalam	DARe - Darussalam Enterprise	<p>www.dare.gov.bn</p> 	<p>Corporate e-mail: dare@ei.gov.bn</p> <p>Mr Javed Ahmad CEO DARe</p>
	Ministry of Finance, Royal Customs and Excise Department	<p>https://www.mofe.gov.bn/Customs/Import-and-Export-Procedures.aspx</p> 	<p>Corporate e-mail: info.rocbrn@mof.gov.bn mof.enquiry@mofe.gov.bn</p> <p>Dayang Hajah Mariah binti Awang Haji Yahya Acting Deputy Director General</p>
	Trading across borders	<p>http://tradingacrossborders.gov.bn</p> 	<p>Ministry of Finance and Economy (MOFE)</p> <p>Corporate e-mail: info@customs.gov.bn</p> <p>Email: B2td@mfa.gov.bn</p> <p>Nurussaadah Muharram Acting Director</p>
Canada	Export Development Canada	<p>https://www.edc.ca</p> 	<p>Sven List, Senior Vice-President, Trade Connections</p> <p>Corporate e-mail: support@edc.ca</p>
	Canadian Association of Importers and Exporters	<p>https://www.iecanada.com/</p> 	<p>Keith Mussar, Vice President</p> <p>Corporate e-mail: info@iecanada.com</p>
Chile	InvestChile	<p>https://investchile.gob.cl/</p> 	<p>Ian Frederick Head of the Investment Promotion Division</p> <p>E-mail: ifrederick@investchile.gob.cl</p>






Economy	Organization	Weblink	Contact point(s)
People's Republic of China	The Export-Import Bank of China	http://english.eximbank.gov.cn 	Corporate e-mail: eximbank@eximbank.com.tw Li Ruogu, Chairman & President
Hong Kong, China	Hong Kong Trade Development Council	https://www.hktdc.com/ 	Corporate e-mail: hktdc@hktdc.org Yvonne So, Director, Communications and Marketing
	Trade and Industry Department	https://www.tid.gov.hk/ 	Corporate e-mail: enquiry@tid.gov.hk
Indonesia	National Agency for Export Development - Kemendag	http://www.kemendag.go.id 	Corporate e-mail: contact.us@kemendag.go.id Mr Imam Pambagyo, Director General, E-mail: seom-indonesia@kemendag.go.id regional.ekon@gmail.com
	Global Business Guide Indonesia	https://www.gbgingonesia.com 	Corporate e-mail: contact@gbgingonesia.com
Japan	Jetro	https://www.jetro.go.jp/en/ 	Corporate e-mail: info@ide.go.jp Chairman & CEO Nobuhiko Sasaki
	Ministry of Economy, Trade and Industry	https://www.meti.go.jp 	Corporate e-mail: apec-meti@meti.go.jp METI Parliamentary Vice-Minister Ishikawa

Economy	Organization	Weblink	Contact point(s)
Republic of Korea	Ministry of SMEs and Startups	https://www.mss.go.kr/site/eng/main.do 	Corporate e-mail: msskorea@korea.kr Minister Park Young-sun
	KITA	http://www.kita.org/ 	Lee Keun-wha E-mail: kunalee@kita.net
	KOIMA	http://koima.net/ 	Corporate e-mail: koima@koima.or.kr Shin Myoung-jin, CEO
Malaysia	3E Accounting	https://www.3ecpa.com.my/resources/guide-to-setup-malaysia-business/import-and-export-regulation-and-process-in-malaysia/ 	Corporate e-mail: info@3ecpa.com.my Mr Lawrence, Founder
	Malaysia Digital Economy Corporation	https://mdec.my 	Corporate e-mail: clic@mdec.com.my SURINA SHUKRI Chief Executive Officer
Mexico	Tetekawi	https://tetakawi.com/ 	Corporate e-mail: info@tetakawi.com
	ANIERM	www.anierm.org.mx 	Corporate e-mail: info@anierm.org.mx Eduardo W. Ruiz Ayala Director eruiz@anierm.org.mx

Economy	Organization	Weblink	Contact point(s)
New Zealand	New Zealand Customs Service	https://www.customs.govt.nz/business/import/ 	Corporate e-mail: info@mpi.govt.nz Bill Perry, CEO
	New Zealand Trade and Enterprise (NZTE)	https://www.nzte.govt.nz 	Corporate e-mail: communications@nzte.govt.nz Andrew Ferrier, Chair of the Board
	The Ministry of business, innovation and employment	https://www.mbie.govt.nz/about/ 	Corporate e-mail: info@mbie.govt.nz Carolyn Tremain, Chief Executive
Papua New Guinea	PNG Customs Service	http://customs.gov.pg 	Corporate e-mail: info@customs.gov.pg Ray Paul, Chief Commissioner
Peru	Biz Latin Hub	https://www.bizlatinhub.com/commercial-representation/ 	Corporate e-mail: contact@bizlatinhub.com Craig Dempsey, Co-Founder & Managing Director
The Philippines	Department of Trade Industry	http://pttc.gov.ph/ 	Corporate e-mail: bsmed@dti.gov.ph Nestor P. Palabyab Executive Director

Economy	Organization	Weblink	Contact point(s)
The Philippines	Information Technology and Business Process Association of the Philippines	www.ibpap.org 	<p>Mr Jose Mari Mercado President</p> <p>Tel: (632) 817-2727</p> <p>E-mail: info@bpap.org</p>
	The Philippine International Trading Corporation	http://www.pitc.gov.ph/index.php/import 	<p>Vivian E. Monsanto Imports Department</p> <p>Tel: (+632) 818-9801 loc 421</p> <p>Email: vmonsanto@pitc.gov.ph</p>
Russia	Smart Business Trips	https://www.smartbusinessstrips.com/ 	<p>Iuliia Kostevich</p> <p>E-mail: info@smartbusinessstrips.com</p> <p>Mob.: +79138585508</p>
	Russian Export Center	https://www.exportcenter.ru/en/ 	<p>Corporate email Pr@ExportCenter.ru +7 495 937-47-47, add. 6652</p>
	Eximservice Ltd	http://eximservice.ru/en/node/14 	<p>Corporate e-mail: info@eximservice.ru</p>
	RussiaTrade	http://en.russiatrade.org 	<p>Corporate e-mail: contact@russiatrade.org</p>
Singapore	Enterprise Singapore	https://www.enterprisesg.gov.sg 	<p>Corporate e-mail: enquiry@enterprisesg.gov.sg</p>

Economy	Organization	Weblink	Contact point(s)
Singapore	IngSights Consulting Services	https://ingsightsconsultingsvcs.com 	<p>Corporate e-mail: info@ingsightsconsultingsvcs.com</p> <p>Ing Hui Chen, Founder</p>
	Frontline Business Group	http://www.fbg.com.sg 	<p>Corporate e-mail: enquiries@fbg.com.sg</p> <p>Jill Blankenship, CEO</p>
Chinese Taipei	Bureau of Foreign Trade	https://www.trade.gov.tw/English/ 	<p>Corporate e-mail: dot@trade.gov.bt</p> <p>Jen-Ni Yang, Director General</p>
	The Importers and Exporters Association of Taipei (IEAT)	http://www.ieatpe.org.tw/en/ 	<p>Corporate e-mail: ieatpe@ieatpe.org.tw</p> <p>Asia-Japan Partnership: Ms Cylia Yen</p> <p>E-mail: cylia@ieatpe.org.tw</p>
	TAITRA	https://en.taitra.org.tw 	<p>Tel : (02) 2725-5200</p> <p>E-mail : taitra@taitra.org.tw</p> <p>James C. F. Huang (Chairman)</p>
	System Integration Promotion Alliance (SIPA)	www.sipa.org.tw/ 	<p>E-mail: info@sipa.org.tw</p> <p>Tel: +886-2-2396-9268</p> <p>Chairman John T. Yu</p>
	Taiwan Smart Machinery	https://www.twmt.tw 	<p>Corporate e-mail: twmt.taiwanmachinetools@gmail.com</p>

Economy	Organization	Weblink	Contact point(s)
Thailand	Dezan Shira & Associate	https://www.dezshira.com 	Corporate e-mail: asia@dezshira.com Chris Devonshire-Ellis Chairman & Founding Partner
	The Office of SMEs Promotion	http://www.sme.go.th/en/ 	Corporate e-mail: info@sme.go.th Deputy Prime Minister, Economic Mr Somkid Jatusripitak
The United States	Export.gov	https://www.export.gov 	Corporate e-mail: tic@trade.gov Gilbert B. Kaplan, Under Secretary for International Trade
	International Trade Administration	https://www.trade.gov 	Corporate e-mail: tradefinance@ita.doc.gov André Mendes Chief Information Officer
Viet Nam	Vietrade	http://www.vietrade.gov.vn/ 	Corporate e-mail: vietrade@vietrade.gov.vn Email: phuvb@vietrade.gov.vn Director General Vu Ba Phu Tel: (024) 39347653 – Ext. 10

2.4. Feedback and recommendations

2.4.1 Recommendations Based On Case Study

The majority of export/import tasks at the first stage of entering foreign markets can be solved by the APEC MSME Marketplace even today, but due to some reasons shown below, it is very hard to use the APEC MSME Marketplace and it takes a lot of time to navigate through it. Still, these difficulties can be solved by minor efforts, such as checking the content and training MSMEs on APEC MSME Marketplace utilization. Details on these efforts are provided in Action Plan section in this report.

2.4.1.1. Content

1. Language barrier

APEC MSME Marketplace is an international platform, designed mainly for international users, so all the resources on the platform have to be in English. When economies provide the link to the particular website, there should be a version in English, so users can benefit from this information. All information in language different from English (for example, in Spanish, Chinese or Thai) is regarded as useless, because international users are not able to use it.

2. Out-of-date information and invalid links.

It is necessary to update the information on a regular basis. Otherwise, it may cause problems for MSMEs as they could make wrong decisions on this non-accurate data.

- Information and links should be checked thoroughly in order to correspond to certain criteria before placing on the APEC MSME Marketplace.
- Duplications should be deleted.

Table of problems examples with the links can be found in the ANNEX 3.

3. Lack of information about APEC awards, challenges and events in APEC economies, and other opportunities.

The information about challenges open worldwide is recommended to be placed in the Financing opportunities section. This information was developed for the APEC Financing Opportunities Fair for women-led MSMEs and is ready to be placed on the APEC MSME Marketplace.

2.4.1.2. Functionality:

1. It is hard to navigate through lots of information; and it takes a lot of time to find relevant information or resource. Recommendations:
 - to delete useless information and links;
 - to shorten the way to a certain piece of information by restructuring the information on the platform. It should be done in collaboration with MSME representatives;
 - to categorize MSMEs on the APEC MSME Marketplace and provide easy search;
 - to provide online support. This can be done by every economy as a part of export facilitation activity. A training for trade/export agencies representative across APEC can help to disseminate the knowledge on how APEC MSME Marketplace can be used by MSMEs in their export/import activity.
2. Better infrastructure for direct trade and communication between MSMEs would be beneficial for every participating economy.

- An example of relevant infrastructure can be AirB&B platform, where you can choose an apartment (product/service), get in touch with the host (producer/manufacturer/farmer), and pay for the product through the platform. Then you give feedback on product/service and producer/manufacturer/farmer, and get feedback from producer/manufacturer/farmer on you as a buyer/partner. Based on this feedback, products/services, MSMEs as producer/manufacturer/farmer, and MSMEs as buyer/partner will have a rating on the platform. This would help other users to choose the best products/services and reliable partners in different APEC economies to work with.

2.4.2. Recommendations from Key Stakeholders

Representatives from Malaysia, the Philippines, Indonesia, Chinese Taipei, Viet Nam, Singapore, Hong Kong, China and Russia explored APEC MSME Marketplace opportunities and shared their feedback and recommendations on its improvement.

All participating economies mentioned the lack of effective promotion of the APEC MSME Marketplace among APEC economies and MSMEs.

The major finding was that even though so many useful information for exporters/importers can be found at the APEC MSME Marketplace today but very few people know about it and, therefore, it has not too many users yet.

A key recommendation is to provide more promotional activities for the APEC MSME Marketplace across APEC to get the key stakeholders familiar with it.

Recommendations shared by the experts/participants during the workshop:

1. Regarding information, it is necessary to develop/provide the following:
 - demo video/short guide on how to use the platform;
 - information on benefits for MSMEs APEC members;
 - export guides for each economy B2C;
 - export guides for each economy B2B;
 - information about events, especially on G2G level;
 - more information about the buyer of the wanted market;
 - simplified/easy explanation on trade/custom procedures;
 - internal dictionary of trade terms;
 - information about government programs for foreign MSMEs.
2. Regarding tools, it is necessary to develop/provide the following:
 - networking platform inside of the APEC Marketplace, where MSMEs can meet and communicate (Communication with Importers & Business Partners via Online Chat);
 - business matching tool;
 - search for product harmonized system code (HS code);
 - database of trade organizations, buyers, exporters and importers of the APEC economies.
3. Regarding Services for MSMEs, it is necessary to develop/provide the following:
 - support in creation of potential partner profile;
 - opportunities for further collaboration with logistics providers in order to facilitate movement of goods, and with financial institutions, for trade finance;
 - product promotion;
 - export assistance.

4. Regarding Protection, it is necessary to develop/provide the following:

- protection of copyright;
- cybersecurity;
- possible protection from unreliable customers and partners;
- secure payments.

Some economies provided written feedback and recommendations. We reproduce below a summary of those recommendations.

2.4.2.1. Feedback and Recommendations from Singapore - Enterprise Singapore

a) Feedback on APEC Trade Repository on APEC MSME Marketplace Website

Our comments will focus on implementing a consolidated trade database that could serve as a one-stop depository to help MSMEs find relevant trade information for regional markets.

APEC is continuously working to enhance website user experience for companies, especially related to accessibility of information for APEC MSMEs. Thus, APEC may wish to consider initiating or hosting a reliable trade information database to facilitate MSMEs access to information.

Currently, the APEC trade repository consists of links to various fragmented sources and pieces of information, rather than specific tariff and non-tariff information. With a consolidated/integrated database, APEC could achieve the following objectives:

- Enhance the content available on the website, leading to various calls to action which are important for APEC MSMEs.
- Improve usability of the website with well-developed and phrased content. The intuitive browsing experience and concise messages could make it much easier for companies to take action.
- Increase confidence of companies to do business within the APEC region.

Some of the key information may include:

- MFN tariff rates;
- preferential tariff rates;
- rules of origin applicable to the implemented trade agreements within the APEC region; and
- import formalities (import procedures and documents) within the APEC region.

Some of the shortcoming examples we have observed on the Trade Repository webpage are as listed below.

The Papua New Guinea information is outdated. Provided tariff nomenclature is the HS 2012 version, while Papua New Guinea had already rolled out the latest HS 2017 version: it is already available to Singapore-based MSMEs under Singapore's Tariff Finder online tool, and it gives our MSMEs an edge over other APEC MSMEs.

As a result of the Tariff Finder launch in 2017, MSMEs in Singapore have unlimited access to tariff and non-tariff information, which was difficult to obtain before. The information is comprehensive, it covers more than 150 destinations for tariffs and more than 122 destinations for import formalities.

There have been made about 50,000 queries; and about 2,000 users have benefitted from the tool since it was implemented.

In order to make it productive for every involved party, it may be necessary to re-allocate funding and to outsource the Trade Repository webpage to a trusted external vendor, who has strong credentials on handling trade, tariff and export/import issues.

A recommendation is to use Singapore's Tariff Finder as a benchmark, possibly, replicate something similar at APEC regional level in order to replace the Trade Repository webpage.

b) Feedback related to the proposed creation of an app to aid exporters and importers of the APEC economies when using the APEC MSME Marketplace

When Enterprise Singapore was planning the rollout of Singapore's Tariff Finder, we have faced the question of either rolling it out as an app or as a web-enabled, mobile-responsive website. There was considerable interest in exploring the app function, meaning that users must first download the app, and after the content provider (ESG) must constantly service, maintain and update it. But after we did a cost-benefit analysis and realized, that there may be not sufficient amount of users who will use the app on a regular basis. Also, the app maintenance requires a lot of labor efforts and back-end work, including related resources. It is quite expensive. Hence, we eventually decided to go for the current web-enabled, mobile-responsive website format.

APEC MSME Marketplace website is accessible and mobile-responsive on all devices (desktop computers, laptops, mobile devices like iPads and smart phones). So, the current format does work. We should also consider the availability of resources, both financial and manpower, as the idea is to keep the services free. Thus, an app may increase costs for all involved.

2.4.2.2. Feedback and Recommendations from Malaysia - Ministry of Entrepreneur Development

- The mobile/smartphone interface of APEC MSMEs Marketplace needs to be more user-friendly. Hence, the introduction of an app is indeed a good idea. It follows current trends, whereas users tend to rather use an app than surfing the web, since it is much faster and easier to access. SMEs would tend to access the platform more often, since it would be more accessible.
- Such tools as Tariff Finder would definitely bring benefits to MSME exporters/importers. APEC MSME Marketplace would be more effective if users had such tools. Some of MSMEs (users) from APEC economies would probably contribute to defining the real cost of implementing this. Therefore, series of meetings/discussions between economies would be ideal way to move forward on this particular matter.
- APEC MSME Marketplace functions as a One Stop Centre for MSMEs. It provides the users with information regarding trade regulations, relevant agencies and directories of MSMEs. The content should include Ministry of Entrepreneur Development, Malaysia (MED) as the ministry responsible for the development of MSMEs in Malaysia. In terms of the functionality, the platform provides links to relevant agencies in the economy. However, some of the links are connected to a website that is not in English. The language barrier will make it difficult for MSMEs to understand information, making it less effective.

2.4.2.3. Feedback and Recommendations from Indonesia - Marketing Services Agency for MSMEs (LLP-KUKM)

- More promotion by advertisement or business activities (seminar, forum, business matching, socialization) to engage more users / MSMEs.
- Update information. Any information regarding promotion and events is very important for Indonesian MSMEs. This information should be updated by the administrator.
- Mobile app and user-friendly interface. It should be available in App Store and Play Store.
- “Powerful search section” like Google search must be provided, since there is a lot information in APEC MSME Marketplace.
- More workshops.

3. CONCLUSION

These section underlines Case study results and conclusions elaborated by the experts/participants during the workshop.

APEC Marketplace facilitates the efforts of MSMEs to enter new markets. The project has shown that export/import tasks can indeed be covered with the help of the APEC MSME Marketplace.

Nevertheless, MSMEs still do not utilize it for their trade needs and the main reasons for this are:

1. **Lack of promotion across APEC and among the key stakeholders** (Trade, Export and SME Agencies from public and private sector; exporting MSMEs and service companies from public and private sector who provide support for the exporters/importers). They do not know that APEC MSME Marketplace can be used to facilitate MSMEs export activity.

It is of great importance to promote the APEC Marketplace among APEC economies to make key stakeholders recognize and use it. And to provide regular trainings on how to use APEC Marketplace.

2. Another great obstacle is **the immense amount of various information, which is not clearly structured and sometimes is useless**. Many websites provided on the platform do not support English language. Information on companies provided unevenly: some of the economies provided a lot of information, other economies – very few.

Content needs to be checked thoroughly in order to correspond to certain criteria and put on the platform in the way to be easily accessible. It should be underscored to the APEC economies, that submission of relative information and updating the database of companies plays a great role in developing international trade between MSMEs.

3. **It is not vivid what MSMEs needs can be covered by APEC Marketplace**. Functionality can be improved by creating user-friendly, easy to navigate interface and useful services and tools for MSMEs mentioned in recommendations.

On the one hand, the project proved the usability and prospects of the APEC MSME Marketplace. It revealed detailed information on pain points and provided recommendations that can help to make APEC Marketplace more effective for the key stakeholders. Details on how to improve the situation are provided in the ACTION PLAN section.

It is a one-of-a-kind platform, with the help of which MSMEs are able to grow their business. The undoubtable advantage of the APEC Marketplace is global accessibility for every entrepreneur in the most remote areas of APEC economies. It is able to take MSMEs to a brand-new level of the international activity and foster the well-being of economies in general.

4. ACTION PLAN TO BE DISCUSSED IN SMEWG

This action plan was elaborated in close collaboration with the Philippines and on the basis of feedback and recommendations collected from the experts/participants during the workshop.

Participation of all APEC economies in its implementation should be emphasized for the purpose of mutual improvement of beneficial results of all APEC economies, in order to solve current issues and make APEC Marketplace an effective instrument in MSME trade facilitation.

Content	Functionality	Promotion
Immediate		
1. Information and links should be checked thoroughly in order to correspond to the basic criteria: <ul style="list-style-type: none"> - English language - Valid links - No duplication - Valid contact data 2. Information should be updated by the APEC economies.	1. Shorten the links to useful information as proposed in workshop materials (examples of how to find relevant information and cover export tasks with QR codes). Probably, add QR codes for easier access to the information. 2. Create a section for importers, define organizations in APEC economies that can provide support for importers, and provide direct links to the opportunities provided.	1. Disseminate the “Walkthrough” presentation and the Workbook among trade, export agencies and MSMEs in every APEC economy. 2. Hold a workshop on APEC MSME Marketplace utilization for trade, export representatives from public and private sector in every APEC economy. They might provide interactive support on functionality of the APEC e-platfrom for local MSMEs in future.
Medium		
1. To restructure information and resources on the platform in accordance with MSME export/import needs and road map of export activity. 2. To collect and upload useful information, such as the information about challenges open for MSMEs worldwide in the Financing opportunities section.	1. Add more tools and provide access for MSMEs. 2. Develop effective infrastructure for direct trade between MSMEs (co-propose APEC project) 3. Provide some interactive support on functionality of the APEC e-platfrom, chat box, for example (can be supported by every APEC economy in their native language).	1. Co-propose an APEC project aiming to set a network of trade facilitators who will facilitate MSMEs export activity through APEC e-platfrom.
Regular basis		
Update and add relevant information.	Technical support.	Upload success stories and best practices.

Economies are welcome to discuss proposed Action plan and their contribution.

5. FUTURE COLLABORATION PERSPECTIVE

It was the first workshop in the series during which we evaluate the current state of the APEC e-MSME Marketplace and plan further collaboration in trade facilitation for MSMEs across the APEC region through APEC MSME Marketplace.

While implementing this initiative, we found out that every economy does their best to provide their exporting MSMEs with relevant support, but it is not enough nowadays, so we have to change the approach.

If we want to facilitate MSMEs export activity, we have to think about the support of foreign MSMEs exporters (importers). Keeping our local interests, we need to create a supportive infrastructure for MSMEs across the whole APEC region. We need to build the infrastructure that will allow MSMEs to trade with each other freely; and the main element of this infrastructure might be **a common digital platform connected to local platforms in every particular economy - the APEC MSME Marketplace.**

Let's make it clear what does **Direct trade between MSMEs in APEC** to every particular economy and its people mean.

It means:

1. more diverse row of goods and services;
2. fair competition;
3. value-cost ratio. When MSME buys directly from MSME, every element of the chain wins: the MSME that sells, as it sells at a competitive price; the MSME that buys, as it buys at a competitive price; the customer who buys from MSME in a local economy, as it offers more fresh products and high-quality goods directly from the particular territory, at a competitive price.

All this affects the quality of life, and even remote territories would get access to diversity and high-quality goods and products. MSMEs from remote territories would be able to find their customers in different corners of the globe.

The picture is attractive, but bringing it to reality takes time. What difficulties will we meet on the way and how can these difficulties be solved? What stakeholders do we need in order to make it effective and safe? These are the questions we suggest to work on in 2020-2024. If we want to facilitate the trade between MSMEs in the APEC region tomorrow, we should start working today.



AGENDA

Capacity Building Workshop on APEC MSMEs Marketplace Utilization

Makati Diamond Residences

Manila, The Philippines

Wednesday, October 30, 2019

09:00-9:45 **Registration**
Welcoming coffee

10:00-10:15 **Opening Remarks**

- Mr Jerry T. Clavesillas, Director, Bureau of SME Development Department of Trade and Industry (*The Philippines*)
- Ms Narmin Nagieva, Head of Department of digital technologies for business, Ministry of economic development of the Russian Federation (*Russia*)

Group Photo

PART 1: WORKSHOP ON MSME MARKETPLACE AND TRADING IN ASIA-PACIFIC REGION

10:15-12:00 **Session 1**

Guide to exporting/importing in APEC through APEC MSME Marketplace

During this session, the platform will be introduced to the Key stakeholders. A walkthrough of the APEC MSME Marketplace in the way it can be useful for the key stakeholders: exporting/importing MSMEs trade, export and MSME Agencies, will be provided. The frame for further discussion will be set.

Moderator: Ms Janette Toral (*The Philippines*)

Speakers:

1. Ms Janette Toral (*The Philippines*)
APEC MSME Marketplace functionality and content for introduction for MSMEs exporters/importers
2. Patrick Chua, Lead Staffer, ABAC Philippines (*The Philippines*)
3. Agnes Legaspi, Assistant Director, Export Marketing Bureau, DTI (*The Philippines*)

Q/A session

12:00-13:30 Lunch

13:30-15:00 **Session 2**

Business matching and other useful opportunities at APEC MSME Marketplace

During this session, representatives from government-related and other organizations promoting mutual trade and investment between a particular APEC economy and the rest of the world, will present their existing opportunities for exporting/importing MSMEs and help MSMEs to navigate among these opportunities. Success cases from MSMEs that utilized proposed opportunities and succeeded in export/import activity will be shared during this session.

Moderator: Ms. Janette Toral (*The Philippines*)

Speakers:

- 1 Ms Maribeth Barros, Manila Consultant for Hong Kong Trade Development Council (*Hong Kong, China*)
- 2 Mr Mohd Faizal Dolah, Ministry of Entrepreneur Development & Malaysia (*Malaysia*)
- 3 Mr Wisnu Tri Baskoro, Head of Section for Foreign Trade, Marketing Services Agency for MSMEs (LLP-KUKM) (*Indonesia*)
- 4 Mr Marco Labios, 1Export, (*The Philippines*)
- 5 TBD

15:00-15:30 Coffee break

15:30-16:30 **Session 3**

What tools can be found at APEC MSME Marketplace? Where to find and how to use them?

Information on tools that are available for MSME exporters/importers will be shared.

Experts:

1. Ms Janette Toral (*The Philippines*)
2. Mr Boon Ho Toh, Deputy Director, Trade Enterprise Singapore (*Singapore*)
Tools to Help MSME Exporters/Importers Enter Overseas Markets in APEC

QA session

Day 1 Closing

Thursday, October 31, 2019

PART 2: WORKSHOP ON MSME MARKETPLACE AND TRADING IN ASIA-PACIFIC REGION

10:00-10:40

Session 1

Voice of MSMEs (panel discussion)

Feedback and recommendations from exporting/importing MSMEs on e-platforms. During this session, MSMEs from different industries will share their feedback on the APEC and other e-platforms of that kind. We will discuss what export/import tasks can be covered by the platform. MSMEs will provide their recommendations on content and functionality of e-platforms.

Moderator: Ms. Janette Toral (*The Philippines*)

Panel:

- 1 Mr Ilya Zimbitski (*Russia*)
- 2 Ms Euis Rohaini (*Indonesia*)
- 3 Mr Jesus Gonzalez Grana (*Mexico*)
- 4 Mr Mohammad Hafidz Rohani (*Malaysia*)
- 5 Ms. Anh Dieu Nguye (*Viet Nam*)

10:40-11:00

Coffee break

11:00-12:00

Collection of Workshop participants' recommendations about how to improve the APEC MSME Marketplace content and functionality

Moderator: Ms. Janette Toral (*The Philippines*)

A recap of previous sessions will be presented Work in groups

Closing Remarks

APEC MSME MARKETPLACE

for MSME Exporters/Importers



DO

- **TAKE YOUR FIRST STEPS ON THE FOREIGN MARKET HERE AND NOW!**

TRY

- **COVER YOUR EXPORT/IMPORT TASKS WITH THE HELP OF APEC MSME MARKETPLACE**

CHECK

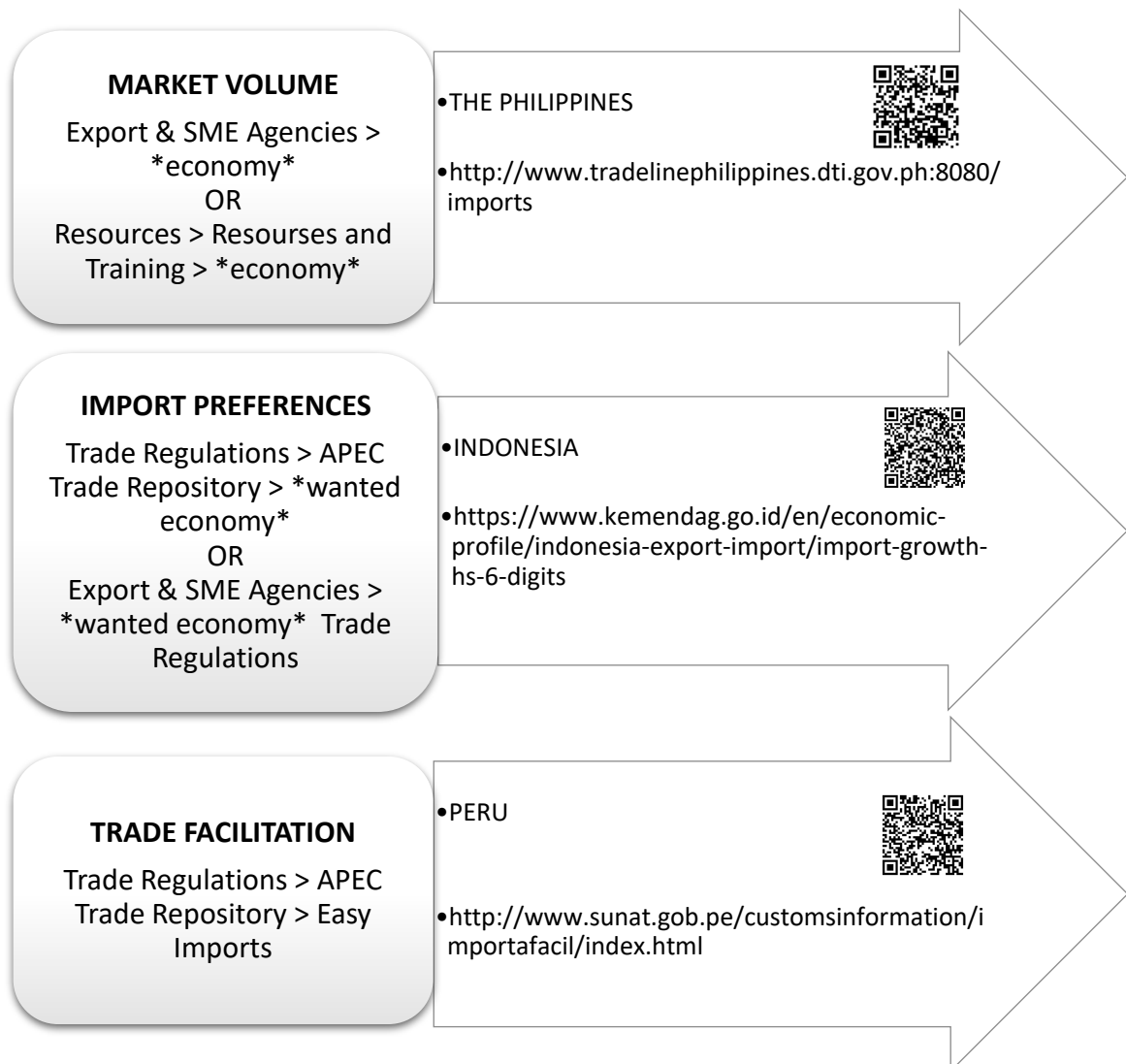
- **WHAT EXPORT/IMPORT TASKS CAN BE COVERED?**

EXPORT TASK #1

Find relevant information:

- market volume;
- trade statistics exported and imported goods;
- import preferences;
- certifications needed;
- trade regulations;
- trade agreements;
- trade process;
- tariffs;
- other.

Examples of HOW to find the relevant info at the APEC MSME Marketplace



EXPORT TASK #2

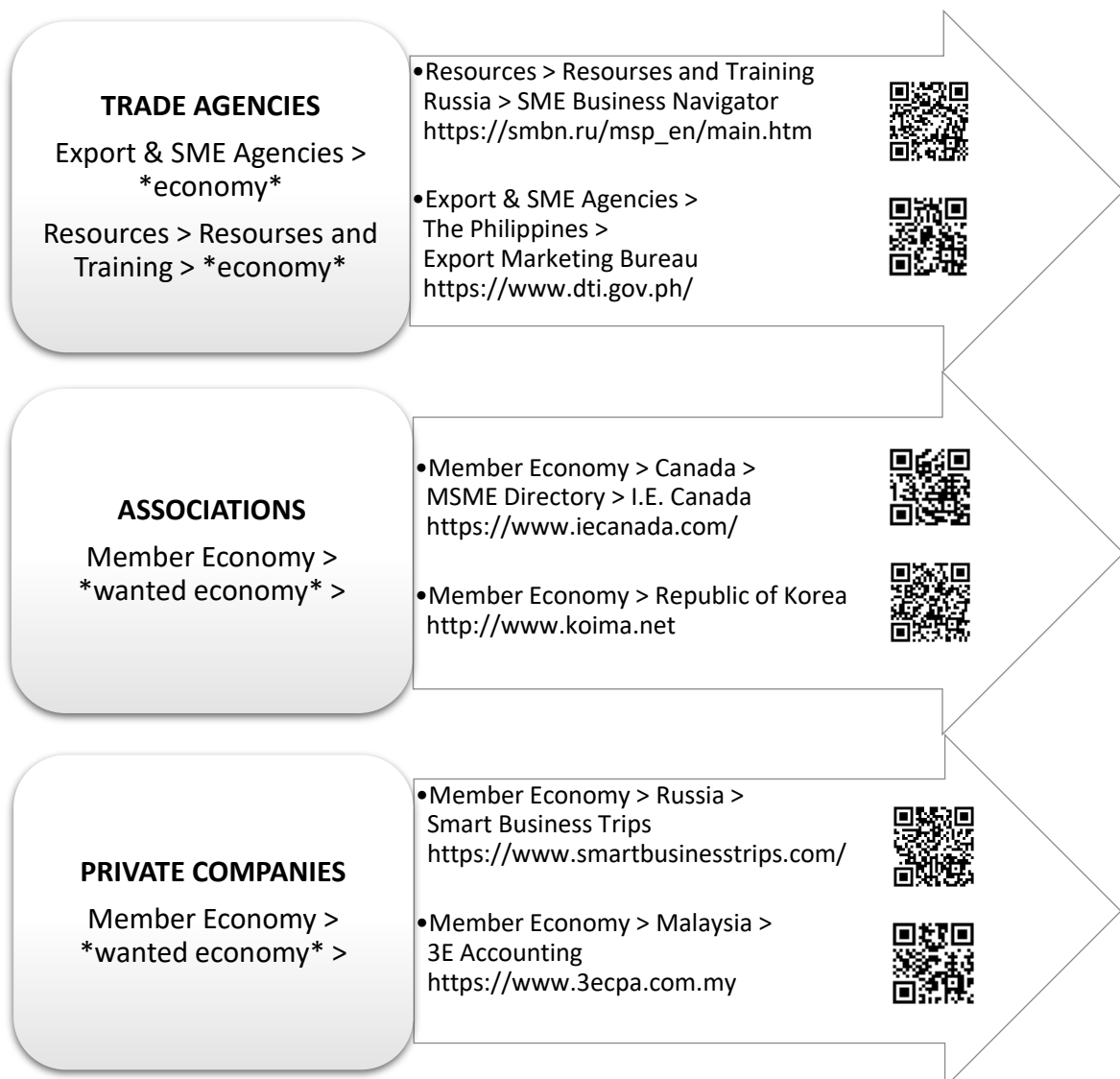
Get in touch with organizations that can provide relevant support

(Please check the list of such organizations provided in this workbook)

LOCAL ORGANIZATIONS CAN SIGNIFICANTLY FACILITATE EFFORTS OF MSME IN ENTERING FOREIGN MARKET AND HELP TO:

- provide relevant information;
- find potential partners;
- arrange a B2B meeting;
- arrange events participation;
- help with starting a business in an economy (register business, provide free office, hire staff etc.);
- find training programs for MSMEs;
- other.

HOW to find such organizations on the APEC MSME Marketplace?



SAMPLE OF THE INQUIRY LETTER*

Please check APEC MSME Marketplace Export and SME Agencies directory



Write an inquiry using an example below.

Dear *name of CEO*,

Name of the trade agency is exploring opportunities to make the *economy* a possible market for new products, innovations, technologies and components.

In this regard, our collaboration can be of interest to you.

Brief information about yourself and the company

We have found your organization at APEC MSME Marketplace and are wondering if you could help us.

Brief information about the product

We are looking for potential partners in the *economy*: distributor or official representative of our company, including the possibility of exclusive rights to sell our products in the economy.

Please let us know if you can help us to get in touch with potential partners or provide other support.

Thank you for your time and attention.

Looking forward to getting your feedback soon.

**To receive an inquiry letter as
a Word Office document,
send a request at pro@smartbusinessstrips.com*

EXPORT TASK #3

Get in touch with potential partners

WHAT to start with?

- Determine your potential partner, describe its profile.
- Search for the companies that meet your profile.
- Learn about the interests of your potential partner. Look through the website, read news, check portfolio and try to understand business priorities they are working on now. Try to connect your proposal and the priorities of a potential partner. Develop an INDIVIDUAL proposal for each partner.
- Keep in mind that it is better to get in touch with decision makers in the company and write personal invitation for cooperation to CEO.

HOW to find partners on the APEC MSME Marketplace?

There are several ways to find potential partners on the platform



EXPORT TASK #4

REGISTER ON THE MARKETPLACES

Registering on the marketplaces means:

- possibility to sell your product directly to the customer;
- possibility to buy directly from the producer;
- increase the probability to find partners;
- ensure additional advertisement for the product;
- keep the trade secured by regulations of the marketplace.

HOW to find marketplaces in different APEC economies?



on the APEC MSME Marketplace









Be ready to provide the below mentioned info upon registration:






1. information about the company (name, address, type, slogans, logo, history, website, contact data);
2. information about the product/service (products lineup, photo, overview, description, product advantage, photo);
3. certifications, trademarks, patents, awards;
4. media publications;
5. trade details (currency, export performance);
6. terms of packing and shipping.





The Organizations in different APEC Economies that can provide support for MSMEs:





Economy	Organization	Weblink	Contact point(s)	Comments / Brief description
Australia	The Australian Trade and Investment Commission (Austrade)	https://www.austrade.gov.au/Australian/export 	<p style="text-align: center;">Corporate e-mail: info@austrade.gov.au</p> <p style="text-align: center;">Tim Beresford, Deputy CEO of Global Markets and Sector Engagement</p> <p style="text-align: center;">E-mail: tim.beresford@austrade.gov.au</p>	<p>The first national point-of-contact for all investment enquiries. Working in partnership with Australian state and territory governments, we provide qualified investors with the information needed to establish or expand a business in Australia.</p> <p style="text-align: center;">Available assistance to potential international investors includes:</p> <ul style="list-style-type: none"> – Coordination of Australian investment enquiries and government assistance – Information on the Australian business and regulatory environment – Market intelligence and investment opportunities – Identification of suitable investment locations and partners in Australia – Assistance with site visits to Australia – Advice on Australian government programs and approval processes <p style="text-align: center;">Our services to international companies are free, comprehensive and confidential.</p>
	SME Association of Australia	https://www.smea.org.au/ 	<p style="text-align: center;">Corporate e-mail: admin@smea.org.au</p> <p style="text-align: center;">Ms. Anne Nalder, Founder</p> <p style="text-align: center;">E-mail: anne@smallbusinessassociation.com.au</p>	<p>Not-for-profit that supports small and medium business – Australia's biggest business collective, employing the economy's largest workforce. We help small and medium businesses grow sales, save costs and network with other members.</p> <ul style="list-style-type: none"> – Business Association Membership – Marketing – Networking – Business Information – Events – Grants





Brunei Darussalam	DARe - Darussalam Enterprise	www.dare.gov.bn 	Corporate e-mail: dare@ei.gov.bn Mr Javed Ahmad CEO DARE	DARE helps business by providing six different services to support businesses: <ul style="list-style-type: none"> – Support Services – Financing – Training – Space – Market Access – Promotion The website also includes Government Procedures, Guidebooks and Learning Materials.
	Ministry of Finance, Royal Customs and Excise Department	https://www.mofe.gov.bn/Customs/Import-and-Export-Procedures.aspx 	Corporate e-mail: info.rocbn@mof.gov.bn mof.enquiry@mofe.gov.bn Dayang Hajah Mariah binti Awang Haji Yahya Acting Deputy Director General	Description of Import and Export Procedures
	Trading across borders	http://tradingacrossborders.gov.bn 	Ministry of Finance and Economy (MOFE) Corporate e-mail: info@customs.gov.bn Email: B2td@mfa.gov.bn Nurussaadah Muharram Acting Director	Trade facilitation website which contains Advance Ruling on Customs Valuation, Customs Transit, Information on temporary Importation/Exportation, Claiming Preferential Tariff Treatment etc.




Canada	Export Development Canada	https://www.edc.ca 	<p>Sven List, Senior Vice-President, Trade Connections</p> <p>Corporate e-mail: support@edc.ca</p>	<p>Provide insurance and financial services, bonding products and small business solutions to Canadian exporters and investors and their international buyers. We also support Canadian direct investment abroad and investment into Canada. Much of our business is done in partnership with other financial institutions and through collaboration with the Government of Canada:</p> <ul style="list-style-type: none"> – Connect to tangible business opportunities – Get access to key decision makers at top global companies – Expand your business into new markets with confidence
	Canadian Association of Importers and Exporters	https://www.iecanada.com/ 	<p>Keith Mussar, Vice President</p> <p>Corporate e-mail: info@iecanada.com</p>	<p>I.E. Canada is a national, non-profit organization representing importers and exporters and committed to ensuring that trade regulations, policies and processes allow business to import and export efficiently:</p> <ul style="list-style-type: none"> – Access to trade advice from I.E. Canada staff – Trade events and webinars – Access to exclusive importer/exporter government round table consultations – Branding package
Chile	InvestChile	https://investchile.gob.cl/ 	<p>Ian Frederick Head of the Investment Promotion Division</p> <p>E-mail: ifrederick@investchile.gob.cl</p>	<p>The government agency responsible for promoting Chile in the global market as a destination for foreign direct investment. A bridge between the overseas investors interests and the business opportunities the economy offers:</p> <ul style="list-style-type: none"> – Attraction: General information about the economy and its business climate, opportunities in sector-specific. Promotion of the portfolio of public projects. – Pre-investment: Sector-specific and legal advisory services. Key information for decision-making. Field visits. Advice on accessing a subsidy for pre-investment studies. – Landing: Advice for installation of the company. Foreign investor certificate. Access to regional support networks. Advice on applying for sector-specific funds. – Aftercare: Management of enquiries. Scheduling of meetings. Information for reinvestment. Assistance for exporting products.





People's Republic of China	The Export-Import Bank of China	http://english.eximbank.gov.cn 	Corporate e-mail: eximbank@eximbank.com.tw Li Ruogu, Chairman & President	<ul style="list-style-type: none"> – Settlement – Trade finance – Demand Guarantee – Business consultants
Hong Kong, China	Hong Kong Trade Development Council	https://www.hktdc.com/ 	Corporate e-mail: hktdc@hktdc.org Yvonne So, Director, Communications and Marketing	<ul style="list-style-type: none"> – HKTDC Marketing and Promotion – HKTDC Business Advisory Services – Start-up-Express SME Supportive Program – HKTDC Promotion SME Workshop & Market Seminar – Business Matching – Business Advisory Services – Promotion on Chinese Market – Supplier Support
	Trade and Industry Department	https://www.tid.gov.hk/ 	Corporate e-mail: enquiry@tid.gov.hk	<p>The department provides local business with various import and export licencing, certification and registration services. It offers general support services to business enterprises, in particular SMEs, e.g. through administering various funding schemes. It also provides local enterprises with information on changes in major trading partners' import regulations.</p>
Indonesia	National Agency for Export Development - Kemendag	http://www.kemendag.go.id 	Corporate e-mail: contact.us@kemendag.go.id Mr Imam Pambagyo, Director General, E-mail: seom-indonesia@kemendag.go.id regional.ekon@gmail.com	<p>Provide the business information and market opportunities and assist international business community about potential products in Indonesia.</p>
	Global Business Guide Indonesia	https://www.gbgindonesia.com 	Corporate e-mail: contact@gbgindonesia.com	<p>The Global Business Guide mission is to facilitate accessibility for foreign companies and investors through the availability of reliable business intelligence and to foster links for mutual benefit with local businesses and organizations as well academic institutions.</p>





Japan	Jetro	https://www.jetro.go.jp/en/ 	Corporate e-mail: info@ide.go.jp Chairman & CEO Nobuhiko Sasaki	<p>JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.</p> <p>Jetro provides various business opportunities:</p> <ul style="list-style-type: none"> – Manufacturing Buyers/Distributors Invitation Program – TPP International Business Matching site – Online Trade Fair Database (J-messe) – Other
	Ministry of Economy, Trade and Industry	https://www.meti.go.jp 	Corporate e-mail: apec-meti@meti.go.jp METI Parliamentary Vice-Minister Ishikawa	<p>A ministry of the Government of Japan. METI has jurisdiction over a broad policy area, containing Japan's industrial/trade policies, energy security, and control of arms exports.</p> <p>Contains information on:</p> <ul style="list-style-type: none"> – Certificate of import approval – Certificate of prior confirmation – Import approval – Prior confirmation – Customs confirmation
Republic of Korea	Ministry of SMEs and Startups	https://www.mss.go.kr/site/eng/main.do 	Corporate e-mail: msskorea@korea.kr Minister Park Young-sun	<p>A government organization whose objective is to strengthen competitiveness and support innovation of Small and Medium sized Enterprises (SMEs) and Micro Enterprises (MEs).</p>
	KITA	http://www.kita.org/ 	Lee Keun-wha E-mail: kunalee@kita.net	<p>Representing the interests of Korea's global traders, KITA serves a diverse range of roles including:</p> <ul style="list-style-type: none"> – Hands-on support to trade companies – Drawing trade cooperation from the private sector – Nurturing trade professionals and building trade infrastructure. <p>KITA has:</p> <ol style="list-style-type: none"> 1. 13 domestic offices 2. 11 overseas branches





Republic of Korea	KOIMA	http://koima.net/ 	Corporate e-mail: koima@koima.or.kr Shin Myoung-jin, CEO	<ul style="list-style-type: none"> - Researching Business Partnerships - Researching Market Trends - Searching for Korean importers - Consulting on visiting local enterprises - Attending and providing information about various fairs and seminars
Malaysia	3E Accounting	https://www.3ecpa.com.my/resources/guide-to-setup-malaysia-business/import-and-export-regulation-and-process-in-malaysia/ 	Corporate e-mail: info@3ecpa.com.my Mr Lawrence, Founder	Professional accounting, tax and compliance services for start-ups and small- to medium-sized firms: <ul style="list-style-type: none"> - Setting up a Malaysia Company for Locals and Foreigners - Complete Guide to Start a Business in Malaysia - Provision of Corporate Secretarial Services - Accounting and Bookkeeping Services - Payroll Services in Malaysia - Taxation Services in Malaysia
	Malaysia Digital Economy Corporation	https://mdec.my 	Corporate e-mail: clic@mdec.com.my SURINA SHUKRI Chief Executive Officer	DEC has driven significant digital transformation and adoption across the public and private sectors in Malaysia since our establishment in 1996. As the world moves rapidly into the Fourth Industrial Revolution (IR4.0), MDEC is ready and fully focused on leading Malaysia's Digital Economy forward by accelerating.
Mexico	Tetekawi	https://tetakawi.com/ 	Corporate e-mail: info@tetakawi.com	Advisory Services: <ul style="list-style-type: none"> - Cost Estimation - Site Selection Services - Customs Analysis - In-House Seminar Tailored Consulting Services Manufacturing Communities: <ul style="list-style-type: none"> - Set up your own operation in as little as 30 days - Lower your direct labor costs - Keep control over your manufacturing process Support





Mexico	ANIERM	www.anierm.org.mx 	Corporate e-mail: info@anierm.org.mx Eduardo W. Ruiz Ayala Director eruiz@anierm.org.mx	Association of Import and Exporters of Mexico
New Zealand	New Zealand Customs Service	https://www.customs.govt.nz/business/import/ 	Corporate e-mail: info@mpi.govt.nz Bill Perry, CEO	Our economy relies on imported goods and commercial tourism from all corners of the globe. Find out about the documentation, clearances and requirements you need when entering New Zealand , and how to make your entry as smooth as possible. Here you can find: <ul style="list-style-type: none"> – Import Guideline – Lists of prohibited and restricted imports – Valuation for import – Preferential tariff duty rates – Customs rulings – Payments and refunds
	New Zealand Trade and Enterprise (NZTE)	https://www.nzte.govt.nz 	Corporate e-mail: communications@nzte.govt.nz Andrew Ferrier, Chair of the Board	NZTE’s services assist companies to identify appropriate business models, find partners and contacts in international markets, enter new markets and expand in existing ones, provide mentors helping with internationalization strategies
	The Ministry of business, innovation and employment	https://www.mbie.govt.nz/about/ 	Corporate e-mail: info@mbie.govt.nz Carolyn Tremain, Chief Executive	The Ministry of Business, Innovation and Employment (MBIE) is the Government’s lead business-facing agency. Our contribution to improving the wellbeing of New Zealanders is summarized in our purpose, to grow New Zealand for all.




Papua New Guinea	PNG Customs Service	http://customs.gov.pg 	<p>Corporate e-mail: info@customs.gov.pg</p> <p>Ray Paul, Chief Commissioner</p>	<p>The Papua New Guinea (PNG) Customs Service has responsibility for three key functions:</p> <ul style="list-style-type: none"> – Border and community protection – Trade Facilitation – Revenue collection
Peru	Biz Latin Hub	https://www.bizlatinhub.com/commercial-representation/ 	<p>Corporate e-mail: contact@bizlatinhub.com</p> <p>Craig Dempsey, Co-Founder & Managing Director</p>	<p>This is a market leader in helping both local and foreign companies to successfully do business globally, by providing a full suite of multi-lingual commercial representation and back-office services.</p>
The Philippines	Department of Trade Industry	http://pttc.gov.ph/ 	<p>Corporate e-mail: bsmed@dti.gov.ph</p> <p>Nestor P. Palabyab Executive Director</p>	<p>The Department's main goals:</p> <ul style="list-style-type: none"> – To develop training modules on export and import techniques and procedures. – To raise the level of awareness of Philippine businesspersons on export opportunities and the availability of alternative sources of import products or diversified markets for export. – To offer specialized courses for specific industry groups directed at overcoming barriers to overseas market penetration. – To conduct training programs in international trade practices, inspection techniques and exhibition mounting.

The Philippines	Information Technology and Business Process Association of the Philippines	www.ibpap.org 	Mr Jose Mari Mercado President Tel: (632) 817-2727 E-mail: info@bpap.org	The IT & Business Process Association of the Philippines (IBPAP) is the enabling association for the information technology and business process management (IT-BPM) industry in the Philippines.
	The Philippine International Trading Corporation	http://www.pitc.gov.ph/index.php/import 	Vivian E. Monsanto Imports Department Tel: (+632) 818-9801 loc. 421 Email: vmonsanto@pitc.gov.ph	Assistance to the Philippines industries confronted by trade remedy actions, disseminate timely and accurate information on imports to stakeholders and adopt sound import policies, programs and guidelines.
Russia	Smart Business Trips	https://www.smartbusinessstrips.com/ 	Iuliia Kostevich E-mail: info@smartbusinessstrips.com Mob.: +79138585508	<ul style="list-style-type: none"> – Find potential partners in Russia – Help to develop business proposal/presentation – Help to get in touch with companies in Russia – Support communication with Russian partners – Organize participation in the exhibitions/fairs in Russia
	Russian Export Center	https://www.exportcenter.ru/en/ 	Corporate email Pr@ExportCenter.ru +7 495 937-47-47, add. 6652	REC offers its services to all the exporters of non-commodities' products, goods and services with no industry restrictions. REC aims at providing the exporting companies with continuous support from the proposal and planning phase all the way to the successful completion of the export contract and implementation and beyond – including the e-commerce channels.

Russia	Eximservice Ltd	http://eximservice.ru/en/node/14 	Corporate e-mail: info@eximservice.ru	For the companies interested in Russian market: <ul style="list-style-type: none"> – Calculation of the self-cost of goods – Estimation of competitiveness of offered goods – Analysis of the competitive environment – Selection of distributor companies – Carrying out preliminary talks with distributors – Contract check from the view of the Russian legislation
	RussiaTrade	http://en.russiatra.de.org 	Corporate e-mail: contact@russiatriade.org	Services provided by the agency: <ul style="list-style-type: none"> – Potential market analysis – Market access analysis – Partner search
Singapore	Enterprise Singapore	https://www.enterprisesg.gov.sg 	Corporate e-mail: enquiry@enterprisesg.gov.sg	Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalize. We also support the growth of Singapore as a hub for global trading and startups . As the national standards and accreditation body, we continue to build trust in Singapore’s products and services through quality and standards
	IngSights Consulting Services	https://ingsightsconsultingsvcs.com 	Corporate e-mail: info@ingsightsconsultingsvcs.com Ing Hui Chen, Founder	Services: <ul style="list-style-type: none"> – Business matching in Singapore: We provide you with a list of the best-matched potential local business partners. We schedule appointments with shortlisted business partners for you. – Retail consulting: From Merchandising, Range and Assortment Planning, Marketing to Category Management, we can work with you to develop solutions for your business – Training and development: We provide a training to build your team, members of which will bring long-lasting benefits for your business. – Website SEO services: Optimize your website with SEO.

Singapore	Frontline Business Group	http://www.fbg.com.sg 	Corporate e-mail: enquiries@fbg.com.sg Jill Blankenship, CEO	Services: – Market research – Business matching – Business Concierge Services: Customized business travels for reconnaissance objectives – Customer Service Training: educating staffs to learn, think and act in accordance with various different scenarios, so that their actions create added value for customers – Customer Experience Management: gathering customers’ feedback and experience from their interaction with your business to improve customer satisfaction
Chinese Taipei	Bureau of Foreign Trade	https://www.trade.gov.tw/English/ 	Corporate e-mail: dot@trade.gov.bt Jen-Ni Yang, Director General	Administrative agency of the Ministry of Economic Affairs (MOEA) of Chinese Taipei. Provides information on Import licensing procedure, Regulations Governing Import of Commodities etc.
	The Importers and Exporters Association of Taipei (IEAT)	http://www.iatepe.org.tw/en/ 	Corporate e-mail: iatepe@iatepe.org.tw Asia-Japan Partnership: Ms. Cylia Yen E-mail: cylia@iatepe.org.tw	– Hosting: Exchange of business information with visiting delegations; arranging business talks on potential markets to create further connection and global trade – Exchange: Business opportunities of all sizes need reliable connectivity in order to connect and facilitate mutual market development – Community: Strategy Alliance and network Exchange for Greater Trade; marketing your association on IEAT website
	TAITRA	https://en.taitra.org.tw 	Tel : (02) 2725-5200 E-mail : taitra@taitra.org.tw James C. F. Huang (Chairman)	Core Missions – To assist Chinese Taipei businesses in development of international market. – To collaborate closely with Chinese Taipei government in the trade policy implementation. – To provide business consultation service and connect international firms with Chinese Taipei partners.

Chinese Taipei	Sipa – Chinese Taipei System Integration Solution Export Promotion Platform	www.sipa.org.tw/ 	E-mail: info@sipa.org.tw Tel: +886-2-2396-9268 Chairman John T. Yu	SIPA office is dedicated to delivering the world-class integrated system solutions to the world and to helping you to get connected to Chinese Taipei industry leaders, governments and research institutes . All you need to do is to tell us your needs and SIPA office will find you the best partner and solution
	Taiwan Smart Machinery	https://www.twmt.tw 	Corporate e-mail: twmt.taiwanmachinetools@gmail.com	Activities of this company are oriented on machinery and IoT, these are not the areas we work in. Through integrated marketing activities and by matching potential clients with producers, we intend to enhance our industry image and to seek overseas business opportunities.
Thailand	Dezan Shira & Associates	https://www.dezhira.com 	Corporate e-mail: asia@dezshira.com Chris Devonshire-Ellis Chairman & Founding Partner	Dezan Shira & Associates is a specialist practice that provides foreign direct investment services for international businesses looking to enter and expand their operations in Asia. We can hold our clients' hands through the entire process of Asian familiarization, business planning , and corporate establishment. We can then provide post-establishment administration, financial, HR, payroll, and IT services. Also works for Hong Kong, China, Singapore, Viet Nam, Indonesia, Malaysia, The Philippines, Russia, The U.S.
	The Office of SMEs Promotion	http://www.sme.go.th/en/ 	Corporate e-mail: info@sme.go.th Deputy Prime Minister, Economic Mr Somkid Jatusripitak	The National Board of SMEs Promotion is responsible for stipulating SME promotion policies and plans and supervising OSMEP's work.

The United States	Export.gov	https://www.export.gov 	Corporate e-mail: tic@trade.gov Gilbert B. Kaplan, Under Secretary for International Trade	Developed by international trade specialists and economists, here you will find trusted market intelligence, practical advice and business tools to help you understand how to export, connect with foreign buyers, and expand operations in new markets.
	International Trade Administration	https://www.trade.gov 	Corporate e-mail: tradefinance@ita.doc.gov André Mendes Chief Information Officer	The International Trade Administration (ITA) strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad.
Viet Nam	Vietrade	http://www.vietrade.gov.vn/ 	Corporate e-mail: vietrade@vietrade.gov.vn Email: phuvb@vietrade.gov.vn Director General Vu Ba Phu Tel: (024) 39347653 – Ext. 10	VIETRADE provides a wide spectrum of services assisting foreign enterprises in their business development: <ul style="list-style-type: none"> – Providing business information; – Assisting Vietnamese and foreign enterprises to identify business opportunities, customers, suppliers and partners through dispatching trade missions abroad, hosting foreign business missions to Vietnam and organizing business meetings, seminars and conferences for Vietnamese and foreign enterprises; – Assisting and guiding local industry & trade departments, trade support institutions in Vietnam and oversea trade representative offices in trade promotion and in investment promotion for industry development;

Thank you for your time and attention!

**It is us who drive changes.
Let's do it**

ANNEX 3 Table of problems and recommendations examples

Problems and recommendations

Economy	Page link	Problem	Recommendation
	https://apecmsmemarketplace.com/msme-directory/msmes	Companies (about 150) are listed without any categories. MSME which is trying to find partner in a particular industry have to look through all the MSMEs to find it (or not). It takes a lot of time and efforts. MSMEs would not spend long time for this.	It would be very helpful to divide MSMEs in categories, such as food / accessories / furniture and so on, and to provide a search tool.
AUS	https://www.homeaffairs.gov.au/Pages/PageNotFoundError.aspx?requestUrl=https://www.homeaffairs.gov.au/Busi/cargo-support-trade-and-goods/importing-goods/tariff-classification-of-goods	page not found Apec trade repository > tariffs > Australia > MFN Tariff Rates Tariff Classification of Goods	Provide the valid link
CHL	https://www.corfo.cl/gsi/ventanillaunica/contactenos/publico/Formulario.aspx	Language barrier	Provide the link to the English version
CHL	http://www.exportchile.com/	Doesn't work	
PRC	https://www.singlewindow.cn/	Language barrier	China International Trade Single Window
INA	http://dopen.kemendag.go.id/app_frontend/imp_profiles/index/fullhs:95%20-%20Toys,Games%20&%20Sports%20Requisites#searchresult	Search doesn't work	B2B matching (partner search)
ROK	http://www.customs.go.kr/kcshome/law/ordinance/OrdinanceUserList.do?layoutMenuNo=20202&lawCate=1	Invalid link	Provide the valid link
PHL	https://apecmsmemarketplace.com/msme-directory	The company 'Karaw Craft Ventures' is shown on the list MSMEs Repository of Philippines 3 times in a row. This information is unnecessary and complicates the searching.	Delete the repetitive waste information
CT	http://www.exporthaiwan.com/ournetwork.aspx	invalid link	Provide the valid link

Problems and recommendations

Economy	Page link	Problem	Recommendation
CT	https://apecmsmemarketplace.com/msme-directory/msmes	No companies cause impossibility to collaborate with Chinese Taipei MSMEs	Add several MSMEs in the directory
CT	https://www.giftcenter.tw/zh-tw/index.php	Language barrier	Provide the link to the English version
CT	https://www.giftcenter.tw/zh-tw/index.php	Language barrier	Provide the link to the English version
CT	https://shopping.friday.tw/	Language barrier	Provide the link to the English version
CT	https://www.rakuten.com.tw/	Language barrier	Provide the link to the English version
CT	http://www.payeasy.com.tw	Language barrier	Provide the link to the English version
CT	https://www.pcstore.com.tw/	Language barrier	Provide the link to the English version
CT	https://www.momoshop.com.tw/main/Main.jsp	Language barrier	Provide the link to the English version
CT	https://www.ruten.com.tw/	Language barrier	Provide the link to the English version
CT	https://portal.sw.nat.gov.tw/PPL/RedirectorNonLoginAction?appId=APGQ&privilegeId=GC451	language barrier	Provide the link to the English version
THA	https://www.dip.go.th/en/category/2016-12-06-04-19-15/2016-12-06-07-22-16	No contact points (names and roles of people who can help)	Add contact points with names and roles
THA	https://www.dip.go.th/th	Language barrier	Provide the link to the English version
THA	http://www.sme.go.th/en/page.php?modulekey=72	It is not clear how SME importers can use this information. Local SMEs are aware of governmental organizations and programs for SMEs; the goal of the APEC Marketplace is to provide access to relevant information about foreign markets and to help build connections with foreign partners.	Check all the information before it is placed on the APEC Marketplace (there might be a moderator who checks all the info provided through a certain criteria, such as support of English version, contact points, validity of phone numbers, etc.). It is necessary to provide support for such platforms and check the validity of information placed on the platform.

Problems and recommendations

Economy	Page link	Problem	Recommendation
THA	https://www.ditp.go.th/main.php?filename=foreignbuyer	Invalid link	Provide the valid link
USA	https://apecmsmemarketplace.com/msme-directory/msmes	There is many repetitive information in MSMEs directory of USA. Very likely, 47 proposals are connected with the same company. There is no further information, besides email address (no contact person, no website, no description of the company).	Delete the repetitive waste information, check the reliability of companies